

APRIL 2019



Message from the President, Sandra Lombardo

It's finally April. Home to Opening Day and hopefully not many April Showers! But this month I don't want to talk about the month, I want to talk about a person named April. April Stevens is the dedicated Volunteer Coordinator for the Eastern Family Resource Center, more

colloquially referred to as the Eastside Shelter. The shelter is temporary home to individuals and families who are experiencing housing emergencies. Staffing and donations for the shelter are coordinated through the Community Assistance Network (www.canconnects.org). April recently reached out to the Avenue News to report that the shelter was in desperate need of donations. So, in the spirit of April, for April, PHWMBA will be organizing a community collection for the Shelter. Donations can be dropped off to Postman Plus at either the Carney or Perry Hall locations during the month of April. Sharon Greenbeck has generously agreed to receive the donations and PHWMBA will arrange delivery to the shelter. A complete wish list appears in this month's newsletter.

Save the Date for another way you can help the Shelter at our 4th Tastes and Grapes, Friday, September 13th at Dejon Winery in Hydes. All proceeds will support CAN and the Family Crisis Center via the PHWMBA Community Foundation.

Finally, take time in April to spring into your networking game by joining us for PHWMBA's monthly networking meeting on Tuesday, April 16th, at 5:30 PM at Brightview Perry Hall. Remember to get your P.O.I.N.T.S. you need to register and attend! A leaderboard will appear when we hit the halfway mark in June!

Remember, we're building business through association!

Upcoming Events

April 16th
Business Builders
5:30 - 7:00 PM
Brightview Perry Hall,
9657 Belair Rd

May 21st
Business Builders
5:30 PM - 7:00 PM
Abundant Life
Chiropractic
9660 Belair Road

June 18th
Business Builders
5:30 PM - 7:00 PM
White Marsh Library,
Hosted by Spike
Consulting

HOST SPOTLIGHT

THIS MONTH'S FEATURED HOST: **Brightview Senior Living - Perry Hall**

Resort-Style Senior Living and Assisted Living in Baltimore County

Brightview Perry Hall offers so many ways to live life on your terms! Learn to sew in our sewing room. Get creative in our wood shop. Laugh with your friends when you watch a comedy in our movie theater, or work on your short game on our putting green. In the evening, you can unwind by a fire pit, or take a stroll on a walking path. Daily happy hour in the sports-themed pub or dinner in one of our multiple dining venues will make you feel like you are living in a resort! All these amenities, plus no large entrance fee and experienced care if you need it. Brightview Perry Hall is your best choice for senior independent living, assisted living, and memory care in Eastern Baltimore County, MD. Contact us today to learn more or to schedule a personal visit!



James Keelty & Co., Inc., a management company, is seeking an experienced, energetic, organized and dependable leasing consultant/property manager assistant. Successful candidate must have at least two years of leasing and property management experience. Professional written and verbal communication skills a must. Computer proficiency in Microsoft software (Word, Excel, Outlook) and knowledge of Jenark a plus. Quality customer service to existing and prospective residents to be maintained with a positive attitude. Administrative requirements include knowledge and preparation of lease files, addendums, maintenance requests, vacancy reports, court notices, guest-card, market surveys, etc. Knowledge of and compliance with all laws pertaining to apartments, including Fair Housing, Fair Credit Reporting Act, and ADA. Valid driver's license and transportation required.



Full-time position for future new community in Perry Hall, currently under construction. Schedule includes every weekend, Saturdays 10 – 5, Sundays noon-5 plus 3 weekdays 9 - 5, with 2 consecutive days off during the week. Rate of pay is based upon experience. Must pass criminal background and drug test.

Apply in person at Chatterton Farms Apartments, 1 Kilglass Court, Timonium, MD 21093
Monday - Friday, 9 a.m. - noon/2 p.m. - 4 p.m. Saturdays & Sundays - noon to 4 p.m.
Leasing Office Phone Number – 410-561-3208

PHWMB Guest Policy: We strongly encourage guests at our events. Please invite your associates and friends often, but it is mandatory for them to REGISTER for events. Guest Registration is \$20. If a guest signs up to be a member after attending an event, the \$20 fee will be credited to their account.

Perry Hall White Marsh Business Association P.O. Box 117 • White Marsh, MD 21162
Please contact any board member if you have questions or concerns
email us at info@phwmba.org or call us using the information below

President	Sandy Lombardo	BCPL- White Marsh	410-887-5097
Vice President	Lynn Richardson	Picture This Multimedia Services	410-493-4984
Secretary	Joe Musumeci	Rowles & Company	443-725-5395
Treasurer	Cindy Kleback	BCPL-Perry Hall	410-887-5195
Director	Gary McCammon	Spike Consulting	410 218-2736
Director	Julie Rappazzo	ServPro of Perry Hall/White Marsh	410-529-1664
Director	Sharon Jones	Johns Hopkins Bayview	410-550-0289



It's Allergy Season!

Spring has arrived, and for some, that means the return of sneezing, wheezing and watery eyes.

If you suffer from seasonal allergies, don't let it prevent you from enjoying the great outdoors. Take these precautions:

- Schedule activities for late afternoon or after a heavy rainfall, when pollen levels are lower. Pollen index levels fluctuate, so check local weather reports for updates.
- Close windows and doors, and use air conditioning instead of window fans. Air conditioning helps filter pollen particles.
- Don't hang clothes or sheets outdoors to dry. They will pick up pollen that can be brought indoors.

If you are experiencing chronic allergy symptoms, you may need to schedule an appointment with an allergist. Physicians in the Johns Hopkins Division of Allergy and Clinical Immunology treat a wide variety of allergy and respiratory conditions. To schedule an appointment, call **410-550-2300**.



We say welcome to five new members this month!

Cheryl Adams
Paramedical Personnel of Maryland

Cherylette Henderson
Twenty Four Hour Dependable Medical Supplies

Jane McCubbin
Jane Mack Photography

Brad Tarr - Baltimore Orioles

The Eastside Shelter is temporary home to individuals and families who are experiencing housing emergencies. The Shelter's supplies and activities are solely supported by CAN and community involvement.

The shelter is in dire need of everyday items to help their residents.

Your generous donations can be dropped off at [Postman Plus Carney](#) store (9613 Harford Rd C near the Weis Market) or [Postman Plus Perry Hall](#) in the Festival at Perry Hall Shopping Center 4132 E Joppa Rd #110 for your convenience.

Or they can be delivered directly to the shelter at **9100 Franklin Square Dr Rosedale, MD 21237 (410) 853-3000**. Your help with this emergency situation will be greatly appreciated.

Children's Needs

Parent's Choice Sensitive Aloe
Baby Wipes
Pampers Diapers, newborn to Size 6
Pull-ups all sizes Boys and Girls
All ages/Genders
Sleepwear
Undergarments

Personal hygiene for Men and women

Bars of Soap (regular size)
Toothbrush
Toothpaste
Mouthwash
Deodorant
Razors
Small cologne
Small perfume
Lotion (regular size)
Comb
Brush
lip balm
flip flops

Housewares

18 gallon plastic storage containers (used as Children's dressers)
30 gallon storage containers (used as adult dressers)
Washcloths
Towels

Networking Lunch in Perry Hall

Want to grow your business?

Our mission is to help professionals grow their business through referrals!

Weekly Tuesday Meetings

11:30 AM

The Orient Restaurant

9545 Belair Rd, Perry Hall

For more information,
Contact:

Gary McCammon, MBA
410-218-2736



Spike Consulting specializes in business networking and educational consulting. The company's founder, Gary McCammon, has over 25 years of sales, marketing, leadership and networking experience.

Mark Your Calendar! Friday, Sept. 13th!



Watch for upcoming details on our FRIDAY THE 13TH Fundraiser benefitting the Community Assistance Network & two of the local shelters in our communities.

The POWER OF NO!

Source: <https://neilpatel.com/blog/power-of-no/>

When I started my journey as an entrepreneur, I made a huge mistake. And sadly, it took me years to figure out what I was doing wrong.

The issue with this mistake is that it isn't obvious. Not just entrepreneurs, but people, in general, make it for the majority of their lives.

Can you guess what that mistake is? I was a people pleaser. I kept saying "yes." Especially when it came to business.

The moment I stopped saying yes, things started to change. I started to make more money, my customers were happier, people stopped trying to walk all over me, and my team members were happier with me.

I know what you are thinking... this sounds crazy, right? By telling people what they don't want to hear everything miraculously gets better? Sounds too good to be true...

Well, here's how it works. Why do you say "yes?" Well, the reason you say yes is probably the same reason I also said yes. You want to please people.

And if you keep saying yes, believe it or not, it won't make them happy. In fact, it will make them more upset.

Of course, there is a time and place to say yes to people, but not always. Sometimes people ask for things that are unrealistic.

A lot of the time it is asking for a drastic discount on your product or service... a discount that will make you lose money.

Or sometimes a boss may ask you to complete a task within a very tight deadline that you know isn't possible.

Now think about it this way: when you say yes just to please people it will make things worse.

For example, when it comes to reducing the price or your service so much that you'll lose money, it won't motivate you to help out your client. And even more important, you won't be able to spend the time and energy your client will need because you're losing money.

This means that not only will you regret your decision, but they will be upset with you because of the poor performance.

Same goes with your boss. If he or she asks you to meet a tight deadline that isn't possible, and you agree to it and miss the deadline, they are going to be upset with you.

In other words, saying yes when you shouldn't might make people happy with you temporarily, but in the long run, they are going to be disappointed and, in many cases, angry with you.

So, what should you say instead of yes? No! It really is that simple. All you have to do is say no.

Of course, you'll have to explain why, but it's a very powerful word that won't make people upset with you as long as you use it right.

For example, with my ad agency, Neil Patel Digital, people ask for discounts all of the time. Can you guess what my sales team says? No! But they say it nicely and usually tell potential customers....

"We can't go down in price. We charge this much because we know what it takes to provide results, and if we went down in price, we won't be able to provide you with the service you are expecting."

I know it may make you feel a bit uncomfortable to be this direct but you need to. It will do wonders for you and your business.

Even when your boss asks you to complete a task that isn't realistic, you should say something like...

"I want to help you get the task done, and I don't mind working extra hours, but it won't be feasible for me to meet your deadline. The reason being is because of X, Y, and Z. If it is more important to complete this task than the current tasks I am working on, I can always push them back if you are open to it. Or if we can reduce the scope of the project, I may be able to get it done within Y timeframe."

When it comes to your boss, you'll want to be creative. Instead of just saying "no" you'll want to come up with possible solutions. Your boss may not like any of the solu-

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Let PHWMBAs help promote your business and publicity this year for FREE!

Send in your announcements, special events, photos of your business & customers to be seen in our newsletters and weekly email notices.

AND GET POINTS
for our membership competition!

Send to president@phwmba.org

Have a Happier Day-

Try this experiment--
Be AWARE of your facial expression as you go through your day. Especially when you think no one is watching. Are you scowling, grumpy-looking, worried, or just not looking happy in general?

Consciously keep your face "happier" Smile. Look interested in what you are doing. SMILE, even if you are alone.

This makes you FEEL better. It just does...and something amazing happens. The people who encounter you, even just in passing, will notice. They make eye contact more often. THEY smile. People respond in a positive way just because YOU look like a nice person.

BE that nice person. Good for you. Good for everyone. Try it - it's fun!
submitted by marketing wizard- Lynn Richardson





WHAT IS POINTS?

POINTS is an acronym for **P**rofessional **O**pportunities for **I**ncreased **N**etworking **T**racking **S**ystem. This year-long game is designed to engage our members in networking beyond the boring business card exchange and to inject some fun into the sometimes daunting task of making new business connections and growing your business.

HOW DO I PLAY?

Collect points for different tasks and activities throughout the year.
Accumulate the most points and you win!

WHAT DO I WIN?

There are cash prizes for 1st, 2nd, and 3rd place.
Winners will be announced at PHWMBA Holiday Celebration.

WAYS TO COLLECT POINTS

Share a PHWMBA Facebook or Instagram post / tag PHWMBA in a post -- 5 points

Register for and attend a PHWMBA Networking Meeting -- 10 points

Check in on Facebook at a PHWMBA event -- 10 points

Submit an email announcement for distribution -- 10 points

Submit an article, photo, or announcement for the PHWMBA monthly e-newsletter -- 15 points

Have a Member2Member Discount -- 15 points

Bring a guest to a PHWMBA Networking Meeting -- 20 points

Attend a MEGA or Joint Networking Meeting -- 20 points

Attend a PHWMBA ribbon cutting event -- 25 points

Sign up to host a PHWMBA Networking Meeting in 2020 - 25 points

Support the Town Fair by having a booth or donating a raffle item -- 50 points

Sponsor a PHWMBA event -- 75 points

Recruit a new PHWMBA member -- 100 points

AT **PERRY HALL HIGH SCHOOL** **June 22nd** **10AM-3PM** **RAIN OR SHINE**

THE TOWN FAIR



...and much more!

Presented by



WWW.THETOWNFAIR.NET

PHWMBA Members get \$25 OFF the registration fee.
Great Sponsor Packages Available

Visit our website to review all terms & conditions



VENDOR APPLICATION
23rd Annual Town Fair
Saturday JUNE 22nd, 2019
Application Deadline - June 1, 2019

Location: 4600 Ebenezer Rd. @ Perry Hall H.S.

Full payment Due with Application- (Payable to Perry Hall/White Marsh Business Assn-PHWMBAs)

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip _____

Best Phone: _____ Vehicle Tag# _____

Email: _____

Website: _____ FACEBOOK Name: _____

Booth Space:	10x10	FEE:	FEE \$ _____
	Crafts	\$125.00	Electrical Outlet \$25 each _____
	Retail/Business	\$150.00	\$25 Discount if PHWMBA member _____
	Political	\$300.00	Late Fee \$25 after 6/1/19TOTAL _____
	Non-Profit	\$125.00	Amount Enclosed \$ _____

PHWMBA Members get an additional \$25 Discount

Paid with Paypal: CHECK HERE _____

Type of Business: Crafts Retail Political Non-Profit Electrical requirements ___@ 15amps (\$25 ea)

LIST ITEMS YOU WILL SELL, DISPLAY INCLUDING ANY/ALL ITEMS YOU WILL GIVEAWAY & ACTIVITIES YOU MIGHT OFFER GUESTS:

SPECIAL INSTRUCTIONS:

Be advised that if your FREE activity is the same as vendors paying to sell the same service/product, you may be required to substitute your free activity. You will be notified of such necessary change by phone or email.

All types of vendors are encouraged to apply to participate in The Town Fair. We reserve the right to decline the application of a vendor for any reason. PHWMBA reserves the right to limit the number of vendors in certain categories that may include jewelry, clothing, home services, or political candidates to ensure a wide variety of exhibitors. The Town Fair Committee will review your application. If payment is accepted you are confirmed as a participant. On or about June 15th, you will receive a vendor confirmation with all necessary information for the Town Fair. Food vendors must have and display required permits. If your application is not accepted, the check will be returned along with an explanation. Submission of your application acknowledges your acceptance and understanding of the requirements and restrictions for all vendors, as listed above as well as acknowledgement of additional requirements stated below of this application. The Town Fair will be held rain or shine, except in the case of extreme conditions. There is no rain date for this event at this time. Once your registration is accepted, there will be NO REFUNDS. Thank you.

Your signature is required as the responsible party for this event. By signing you agree to the terms and conditions listed above and on the back of this form. _____ Signature _____ Date _____

Mail to: PHWMBA-Town Fair, P.O. Box 117, White Marsh, MD 21162 contact@thetownfair.net
 To pay with credit card, use our paypal acct and online form at thetownfair.net

tions but being proactive and thinking outside of the box at least shows your boss that you are trying to do what's best for the company.

Now let me forewarn you when it comes to saying no to your boss...If you are truly right, there is no issue with saying no. But if you are lazy and a slow worker and other people can get the task done within the time they are proposing, then things aren't going to work out for you. In other words, don't just use the word no because you are lazy and don't want to do extra work. Use it when it really makes sense.

How does this help with sales? Have you ever heard the saying... "play hard to get."

From a psychological standpoint, we have a higher perceived value for things that may be out of reach. In other words, saying no makes you seem more desirable because you are making yourself a bit more out of reach. People will more likely work with you and pay your price if you hold your ground.

See, here's the big issue with saying yes in sales when people are asking for more or want to pay less:

The moment you say yes, the first thing that goes through their mind is "what else can I get?" And they'll keep asking more and it won't stop. Then you'll find yourself with a deal that doesn't make sense for you. So, do yourself a favor and start saying no, especially when it comes to sales.

Why should you tell your customers no? Similar to sales, once people join as a customer it's a slippery slope to keep telling them yes. The moment your clients sees you move an inch, they'll take a mile.

So, when they start asking for you to do things out the scope, you should say no. Even when they are small things as it will lead to bigger asks in the future. Now, I am not saying that you shouldn't keep your clients happy. You should provide the product or service they paid for. And every once in a while, if you want to go above and beyond for them... you should. But it should be you making that decision and not them asking for you to make it. Just for a moment, think about what I just said...

If you want to go above and beyond for your customer or client when they aren't expecting, that's fine and it will

make you look good. But if your customer is asking for you to go above and beyond, it will set a bad precedent. Why it's ok to tell your co-workers no--Out of all of them, this is the trickiest one because you don't want to create a bad work environment and have people hate you.

But if people are having you do stuff that isn't the best for the business and it doesn't logically make sense, there is nothing wrong with saying no.

I will warn you though, just saying "no" and providing no explanation or alternative solutions will cause problems for you.

As long as your explanations are reasonable and logical you'll be fine. Also, the reasons need to be best for the business as well. In addition, you'll need to provide alternative solutions... this is the key as it shows you are a team player and proactive.

You'll want to make sure that you are thinking things through before you give your response.

People will respect your decision if it makes sense... maybe not right then and there, but in the long run, they will.

On the flip side, if you keep telling your co-workers no when they are right, or your boss no because you are lazy, you'll probably get fired. Especially if you don't give them alternative solutions. So, you'll need to be careful with this.

Conclusion -Stop saying yes to everything. All it will do is make your life miserable. I know that sounds counter-intuitive, but it's true. Over the next week, I want you to try something...

When someone asks you for something that is unreasonable, just say no. You should provide an explanation and potentially even provide an alternative solution.

Yes, this sounds crazy, but it works. Just like anything else, it takes practice and you'll get better at it over time.

So, are you going to start saying "no" now?



Sponsorship Program THE TOWN FAIR

The TOWN FAIR is an amazing opportunity to get in touch with the thousands of residents and businesses in the area. You can maximize your presence by becoming a corporate sponsor. Our sponsors afford the Business Association the opportunity to donate these funds back to our community. Over the past 18 years, we have given over \$150,000 to our local organizations and projects .

★ ★ ★ ★ **FOUR STAR SPONSORSHIP \$1500**

Premium Booth Space in Sponsor Row; main attraction area. **Reserved Parking for 2 vehicles on site .** Sponsor Booth Size is 20' long x 10' wide

Banner Display at Fair 24" x 48" banner provided by PHWMBA featuring your logo/tagline message displayed prominently in a high traffic area.

Web advertising banner block with link to your site for 6 months beginning in July 2019 (300 px x 150px size) on Town Fair Home page & PHWMBA Home page. Animated GIFs are accepted.

1/4 page ad in the PHWMBA Business Review e-newsletter for 6 months. Ad is 3.875" wide x 4.875" high, color in electronic version/b&w in printed version

Prominent Display of Company logo on the Town Fair home page with live link to your company. Company promotion advertised proportionately in electronic and social media ads. Your premium sponsorship also includes your logo appearing on our posters and promotional materials.



THREE STAR SPONSORSHIP \$1000

Premium Booth Space in Sponsor Row; main attraction area. Sponsor Booth Size is 10'x10'

Banner Display at Fair 24" x 48" banner provided by PHWMBA featuring your logo/tagline message displayed prominently in a high traffic area.

Web advertising banner block with link to your site for 3 months beginning in July 2018 (150px x 150px size) on Town Fair Home page & PHWMBA Home page. Animated GIFs are accepted.

1/4 page ad in the PHWMBA Business Review printed & e-newsletter for 3 months. Ad is 3.875" wide x 4.875" high, color in electronic version/b&w in printed version

Prominent Display of Company logo on the Town Fair home page with live link to your company. Company promotion advertised proportionately in electronic and social media ads.

Reserved Parking for 2 vehicles on site .



TWO STAR SPONSORSHIP \$500

Banner Display at Fair 24" x 48" banner provided by PHWMBA featuring your logo/tagline message displayed prominently in a high traffic area.

Web advertising banner block with link to your site for 2 months beginning in July 2018 (150px x 150px size) on Town Fair Home page & PHWMBA Home page. Animated GIFs are accepted.

Prominent Display of Company logo on the Town Fair home page with live link to your company. Company promotion advertised proportionately in electronic and social media ads.

1/4 page ad in the PHWMBA Business Review printed & e-newsletter for 2 months. Ad is 3.875" wide x 4.875" high, color in electronic version/b&w in printed version

Reserved Parking for 1 vehicles on site .

Individual area and activity sponsorships are available, too! You may sponsor one of the the areas listed here to promote your business to our guests. You may display a banner, flags, or signage. This display must be delivered to the event staff by Friday, June 23rd. Sponsor is responsible for delivery and pick-up of display items. This sponsorship does not include booth/table space.

Food Tent	\$300.00	Wildlife Exhibit	SOLD \$150.00
Pony Rides	\$200.00	Demonstration Area	\$150.00
Kids Adventure Zone	SOLD \$300.00	Misting Tent	\$150.00



Visit our website for details about the PHWMBA

www.phwmba.org

email: info@phwmba.org

Mail: P.O. Box 117 White Marsh, MD 21162

or go to www.phwmba.org
and use our online application

Member Application

- Regular Membership is \$175.00 and extends for 12 months from application date
-- Includes all regular meetings except Holiday Party and Special Events

Membership is open to all businesses and professionals interested in the Perry Hall/White Marsh Community. Make check payable to : PHWMBA. Mail your check and a copy of this application to: PHWMBA, P.O. Box 117, White Marsh, MD 21162.

You may also apply and pay online at www.phwmba.org.

Please print a copy of this application for your records.

Organization Name _____

Business Contact _____

Business Address _____

Phone _____ E-Mail _____

Website _____ Type of Business _____

Total Amount Being Paid _____

Name of Person/Source Who Referred You _____

By submitting your application, you agree to be part of our mailing list, that is available to our membership. You may from-time to time, receive notifications, announcements & solicitations from other members. Your company info will be listed in our directory in print and online. If you do not want that information published, please indicate that here. do not publish

Please provide a 25 word description of your business & indicate what category you wish for your listing on the website and in our monthly newsletter directories

Which committee would you be interested in joining?

- Newsletter
- Membership
- Town Fair
- Events
- Programs/Fundraising